



Executive Summary

Prepared By: STDBOnline.com

**44th St SW and Spartan
Industrial Dr SW**
Grandville, MI 49418
Radius: 3 mile

**44th St SW and Spartan
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Grandville, MI 49418
Radius: 5 mile

**44th St SW and Spartan
Industrial Dr SW**
Grandville, MI 49418
Radius: 10 mile

Site Type: Radius

2008 Population

Total Population	70,302	163,069	491,091
Male Population	48.9%	49.5%	48.9%
Female Population	51.1%	50.5%	51.1%
Median Age	33.5	32.8	32.9

2008 Income

Median HH Income	\$58,971	\$56,735	\$55,877
Per Capita Income	\$26,579	\$24,274	\$25,174
Average HH Income	\$67,914	\$65,153	\$66,182

2008 Households

Total Households	27,423	60,569	183,493
Average Household Size	2.55	2.67	2.60
1990-2000 Annual Rate	1.4%	1.17%	1.36%

2008 Housing

Owner Occupied Housing Units	62.2%	66.6%	62.4%
Renter Occupied Housing Units	32.8%	28.1%	31.4%
Vacant Housing Units	5.0%	5.3%	6.2%

Population

1990 Population	58,429	136,790	410,048
2000 Population	65,007	152,945	460,091
2008 Population	70,302	163,069	491,091
2013 Population	73,323	169,039	509,521
1990-2000 Annual Rate	1.07%	1.12%	1.16%
2000-2008 Annual Rate	0.95%	0.78%	0.79%
2008-2013 Annual Rate	0.85%	0.72%	0.74%

In the identified market area, the current year population is 491,091. In 2000, the Census count in the market area was 460,091. The rate of change since 2000 was 0.79 percent annually. The five-year projection for the population in the market area is 509,521, representing a change of 0.74 percent annually from 2008 to 2013. Currently, the population is 48.9 percent male and 51.1 percent female.

Households

1990 Households	21,840	50,070	148,398
2000 Households	25,097	56,262	169,804
2008 Households	27,423	60,569	183,493
2013 Households	28,676	63,037	191,197
1990-2000 Annual Rate	1.4%	1.17%	1.36%
2000-2008 Annual Rate	1.08%	0.9%	0.94%
2008-2013 Annual Rate	0.9%	0.8%	0.83%

The household count in this market area has changed from 169,804 in 2000 to 183,493 in the current year, a change of 0.94 percent annually. The five-year projection of households is 191,197, a change of 0.83 percent annually from the current year total. Average household size is currently 2.60, compared to 2.63 in the year 2000. The number of families in the current year is 118,441 in the market area.

Housing

Currently, 62.4 percent of the 195,618 housing units in the market area are owner occupied; 31.4 percent, renter occupied; and 6.2 percent are vacant. In 2000, there were 178,307 housing units— 64.0 percent owner occupied, 31.3 percent renter occupied and 4.8 percent vacant. The rate of change in housing units since 2000 is 1.13 percent. Median home value in the market area is \$125,427, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0.77 percent annually to \$130,316. From 2000 to the current year, median home value changed by 2.03 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income

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1990 Median HH Income	\$34,350	\$31,746	\$31,432
2000 Median HH Income	\$46,484	\$44,334	\$44,073
2008 Median HH Income	\$58,971	\$56,735	\$55,877
2013 Median HH Income	\$65,102	\$63,658	\$62,859
1990-2000 Annual Rate	3.07%	3.4%	3.44%
2000-2008 Annual Rate	2.93%	3.03%	2.92%
2008-2013 Annual Rate	2%	2.33%	2.38%

Per Capita Income

	44th St SW and Spartan Industrial Dr SW	44th St SW and Spartan Industrial Dr SW	44th St SW and Spartan Industrial Dr SW
1990 Per Capita Income	\$14,622	\$13,034	\$13,659
2000 Per Capita Income	\$21,191	\$19,265	\$20,317
2008 Per Capita Income	\$26,579	\$24,274	\$25,174
2013 Per Capita Income	\$29,812	\$27,066	\$27,861
1990-2000 Annual Rate	3.78%	3.98%	4.05%
2000-2008 Annual Rate	2.78%	2.84%	2.63%
2008-2013 Annual Rate	2.32%	2.2%	2.05%

Average Household Income

	44th St SW and Spartan Industrial Dr SW	44th St SW and Spartan Industrial Dr SW	44th St SW and Spartan Industrial Dr SW
1990 Average Household Income	\$38,823	\$35,386	\$36,945
2000 Average Household Income	\$54,584	\$51,978	\$53,987
2008 Average HH Income	\$67,914	\$65,153	\$66,182
2013 Average HH Income	\$75,985	\$72,363	\$72,929
1990-2000 Annual Rate	3.47%	3.92%	3.87%
2000-2008 Annual Rate	2.68%	2.78%	2.5%
2008-2013 Annual Rate	2.27%	2.12%	1.96%

Households by Income

Current median household income is \$55,877 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$62,859 in five years. In 2000, median household income was \$44,073, compared to \$31,432 in 1990.

Current average household income is \$66,182 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$72,929 in five years. In 2000, average household income was \$53,987, compared to \$36,945 in 1990.

Current per capita income is \$25,174 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$27,861 in five years. In 2000, the per capita income was \$20,317, compared to \$13,659 in 1990.

Population by Employment

	44th St SW and Spartan Industrial Dr SW	44th St SW and Spartan Industrial Dr SW	44th St SW and Spartan Industrial Dr SW
Total Businesses	3,431	7,683	25,431
Total Employees	39,050	90,426	300,737

Currently, 89.9 percent of the civilian labor force in the identified market area is employed and 10.1 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 90.3 percent of the civilian labor force, and unemployment will be 9.7 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 70.0 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 58.3 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 15.8 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 25.9 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 82.9 percent of the market area population drove alone to work, and 2.7 percent worked at home. The average travel time to work in 2000 was 19.6 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 13.3 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 28.7 percent were high school graduates only (29.6 percent in the U.S.)
- 8.3 percent had completed an Associate degree (7.2 percent in the U.S.)
- 18.5 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 9.1 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.